



Editorial

The Impact of COVID-19 on Global Tourism

Keywords: New Normal, Future-Back' Paradigm, Transcendental Approach and Economic Revival measures

The pandemic has adversely impacted all industries of the hospitality segment globally, hotels, restaurants, tourist attractions, conference and convention venues, cruise lines, airlines, travel agencies, tour operators, to name just a few. Thus, the purpose of this special issue is to examine the effects of the pandemic COVID-19 on the world hospitality industry and all of its stakeholders. They include employers, employees, customers, suppliers and vendors including manufacturers of goods and providers of services to the hospitality industry, local and regional economies, communities at large, etc. This issue is conceptualized as a series of articles with the knowledge shared on re-imagining the business needs, with the aim of bringing together the studies of contemporary impacts and challenges of this pandemic for the industry.

The Coronavirus COVID-19 pandemic is most likely to have a long-lasting impact on communities and the world's economy for years to come. Nevertheless, some of the first sectors of the economy to bear the impact of this pandemic are tourism, hospitality and travel, with key tourism destinations around the world being the hardest hit, whilst expected to lead the response to this crisis. Regardless of the crippling effects of COVID-19, the imperative demands of the present necessitate new forms of solidarity by the exploration and a re-envisioning of the future of tourism. The novel coronavirus (COVID-19) is challenging to the world. With no prior experience, no vaccine and very limited medical capacity, the healthcare professionals availed non-pharmaceutical interventions (NPI) to contain the pandemic. The global crisis contained unprecedented global travel restrictions, with nations closing down borders and the lockdown impositions

worldwide causing severe disruption to the global economy. The travel uncertainties continued with the international travel bans that impacted the global tourism scenario with over 90% of the world population affected. Early evidence of the impacts of the pandemic was distressing particularly on air travel, cruise line, and accommodation businesses. International, regional and local travel restrictions immediately affected national economies and everyone involved with the tourism business directly or indirectly. The pandemic affected virtually all parts of the hospitality industry. The impact of cancelled events, closed hotels, and shut down attractions became immediately apparent in other parts of the supply chain, such as catering, tour guidance, local transport & shop keepers. Airlines, cruises, accommodation sectors, public transport, cafes & restaurants, conventions, festivals, events, tour guides, local shop keepers and everyone associated or dependent on tourism as their livelihood suffered due to this pandemic. The situation is unprecedented. Within few months, the framing of the global tourism system moved from overtourism (Dodds & Butler, 2019; Seraphin et al., 2018) to non-tourism, vividly illustrated by blogs and newspaper articles depicting popular tourism sites in 'before' and 'after' photographs (Condé Nast Traveller, 2020).

The crisis situation created by the the call for pro-tourism destinations demand much more strategic outlook on the destination governance and strategy implementation. These have generated great challenges for hospitality businesses.

Tourism Crossroads: Way Forward

Covid-19 outbreak as a deep crisis situation for the tourism business demands much more strategic outlook on the policy initiatives, governance and strategy implementation. These factors generate greater challenges for hospitality businesses and therefore, it is very essential to examine how the tourism managers perceive strategic planning processes towards being better prepared for extreme circumstances (Yang, Chen, Su, & Lin, 2020). Gradually tourism becomes more transformational and transcendent, as economic revival persuades.

The global crisis demands a 'future-back' paradigm (Haywood, K. Michael 2020) that brings in deeper assessments and a coming together of all stakeholders to hold close and devise strategies for re-imagining tourism. Social media has a major role in improving destination brand and image. The overall business development and positive messages floating on these platforms can motivate people to travel again along with many other inspirational programs to keep the tourists occupied throughout the lockdown period. The 'new normal' being stressed upon the stake holders is sanitization to be followed post-covid (Babu.S.R, 2020). Hygiene, sanitization, social distancing, use of technology for contactless services are the new norms of service operators (Cakmak, E., Isaac, R. K., 2012). Tourism scenario across the globe is facing repositioning challenges for modifying the destination image or restructuring of the tourism scenario in the present ideal strategies for positioning (Tkaczynski, Hastings, & Beaumont, 2006). A regional brand perspective is considered to be one of the most powerful strategies for market positioning which makes the product or services noticeable for the customers among its competitors. Rebranding is a very important factor in modeling the destination. Jesca, Kumbirai, & Brighton, 2014 reports that the need of a region or a destination is to possess a clear and positive acceptance with trust, quality and integrity for a competitive advantage. Travelers are influenced by the trust factor, which brings in destination loyalty. Therefore, to sculpt a flourishing destination image, a destination brand should not only just communicate an image but also create a promising brand image.

This editorial hopes to conceptualize the impact of the pandemic on the various spheres of tourism business which is unprecedented. The hospitality and tourism businesses are all the time more apprehensive about the well-being of the industry due to COVID-19 pandemic. Economic imbalance and overall well-being are huge concerns for the workforce in the hospitality and tourism industry. Over the years, empirical researches have indicated a variety of issues impacting hospitality and tourism. However, COVID-19 pandemic has brought on huge pressure on the hospitality and tourism industry which is examined well in this issue of ATNA. Thus, the purpose of this issue is to examine the impact of the

COVID-19 global pandemic on tourism businesses and its stakeholders and draw the attention to the physical and technological changes that are currently reshaping the hospitality and tourism sector.

With this background in mind, we at *Atna*, the *Journal of Tourism Studies*, Christ University publish this issue with prominent ideas that are required for the broader understanding of dealing with the pandemic and other pressing issues. The issue was conceptualized as a series of articles bringing together the international, national, regional and local economic effects of the COVID-19 pandemic on the hospitality business. Thus, the purpose of this issue is to examine the impact of COVID-19 global pandemic on various spheres of the hospitality and tourism industry including the socio-economic impacts. What is currently reshaping the hospitality and tourism sector are the novel strategies of the hospitality enterprises to survive during the COVID-19 pandemic, prepare for the post COVID-19 pandemic scenario and its implications on the hospitality industry.

I cordially welcome everyone to go through a series of primary research-based articles which are conceptual and empirical studies on the "The impact of COVID-19 on Global Tourism". These papers are intellectually challenging and uncover strategies to recover and restore tourism business from the devastating effects of the COVID-19 pandemic on the hospitality industry.

Megha et al., in their work, looks at the idea of analyzing the differential performances of Indian states in the tourism sector from 1947 to early 2020. The article indicates the influence of tourism on building opportunities in an economy. The authors envisage the implications of the pandemic and examine the restrictions adopted by each state during the first wave of the pandemic. These interventions indicate various policies to revive the tourism industry by examining the baseline at which the Tourism industry was before the pandemic affected the country and explores differential performances of states and union territories of India in tourism by categorizing them into various types of tourism between 1947 until March 2020. This conceptual work is very decisive with an aim to act as a base for further

analyzing the impact of this pandemic on Tourism across states in India.

The work done by Alisha et al. is a promising deliberation on the vulnerabilities created by economic impacts on the tourism sector by looking at it through a macro perspective. The paper provides a detailed trail on the GDP proposition and its implications on the economic condition which are susceptible to the pandemic COVID-19 and suggests the road ahead in a post-pandemic scenario. With an in-depth and on-ground analysis of the various businesses in the industry the authors examined, several trends that have been identified to lead this recovery. The article proposes various measures to counter the impact of pandemic for a sustainable recovery for tourism. The paper conceptualizes a greener tourism system, and examines mechanisms for re-evaluating tourism for the future.

The Covid 19 pandemic has drastically impacted the global economy and all industries across the world as lockdowns and imposed restrictions on travel, trade, and businesses brought the entire world to a complete standstill. Sandhya's paper delves deep into the narratives of the tourism, aviation, and hospitality industries that have been the most affected due to the pandemic, as pleasure and recreation was the last priority for many countries worldwide as they closed their borders restricting international tourists. The paper contemplates the implications of the pandemic and the new standard operating procedures to reduce the economic burden to survive after the travel industry players had to cut down the number of their employees and lower their pay. The paper gives details of the emotional wellbeing and economic pressure felt by the stakeholders as many of the travel professionals have lost their jobs or have their jobs at stake. This paper focuses on analyzing the overall impact of the pandemic on the travel and tourism industry of India. The detailed research work triggers understanding on the challenges faced by the different players in the tourism industry to survive the pandemic. However the author explicitly indicates on the opportunities that await in the future on a post-Covid scenario and some of the methods adopted by the

industry-players to manage the future demand in the most sustainable and safe manner.

In Sneha's work, another extremely important aspect on the post-pandemic travel is discussed. This research work is significant as it uncovers certain pressing problems of comprehending the post-pandemic travel . The research outcome suggests practical solutions to overcome the critical barriers arising out of Covid-19 for Indian travelers and decodes the trends and challenges for Indian travelers. Hence, this paper attempts to examine the decision-making process of Indian travelers on the post-pandemic tourism.

Jamgade and Mathew, in their work, structures the impact of pandemic on the stress levels and mental wellbeing due to the decline of the economy resulting in massive job loss and pay cuts. The article delves into the consequences of COVID-19 and its impact on the hospitality industry in India before and during the first lockdown and its collaborative operations with special reference to Bangalore. This work devises a good methodological investigation to explore the intricacies through a mixed-method of descriptive and qualitative methods. This paper also looks at some of the collaborative operations to render their services to the society due to the VUCA (Volatility, Uncertainty, Complexity and Ambiguity) environment. The work indicates the need of a strategic, collaborative framework in place to reduce the industry jolts during such disasters.

And finally, in Chaitanya and Sumyrah's work we uncover a policy response to the tourism crisis during the COVID-19 pandemic. This article dwells on a Meta policy analysis of select countries. The authors examine the nature of tourism as a mechanism proven to bridge gaps between cultures at a global level and identifies the only flotation device utilized to be policies. The paper details the role of states with different political ideologies and how they responded in reality. The authors detailed one of the unexplored fields of research and contemplated on which is the ideology that has become a tool to design the policy to address tourism crisis caused by the pandemic. Their study tries to address these questions and examine the policies initiated by the selected

countries representing a varied political spectrum to analyze the pragmatically working ideology during/after the pandemic. Therefore, the complexities of crisis management and the shift of ideology from the usual state of government were examined using a meta-analysis approach to identify, summarize, and analyze how the selected countries adopted different models to identify and define policy problems. The study establishes that countries adopted ideologies that pragmatically worked and rejected ideologies that are inherently adopted as the state's governing principle.

I hope this will be an engaging experience for the readers who desire to examine various conceptual and theoretical discussions on topics of the impact of COVID-19 on global tourism. This issue of *Atna* is in particular is an engagement of fascinating and unique case studies within travel business exploring the intricacies of the global crisis brought forth by COVID-19.

References

- Babu. S. R (2020). Kerala Tourism: Strategies to be Adopted Post Covid-19, <http://www.tourismnewslive.com/2020/04/23/kerala-tourism-strategies-to-be-adopted-post-covid-19/>.
- Cakmak, E., & Isaac, R. K. (2012). What destination marketers can learn from their visitors' blogs: An image analysis of Bethlehem, Palestine. *Journal of Destination Marketing & Management*, 1, 124–133. doi: 10.1016/j.jdmm.2012.09.004
- Condé Nast Traveller. (2020). Before and after: How coronavirus has emptied tourist attractions around the world. Retrieved March 31, 2020, from <https://www.cntravellerme.com/before-and-after-photos-tourist-attractions-during-coronavirus>
- Dodds, R., & Butler, R. (Eds.). (2019). *Overtourism: Issues, realities and solutions*. De Gruyter.
- Haywood K.M. (2020). *A post-COVID future: Tourism community re-imagined and enabled*, *Tourism Geographies*. (2020), Elsevier, 10.1080/14616688.2020.1762120
- Jesca, C., Kumbirai, M., & Brighton, H. (2014). Destination Rebranding Paradigm in Zimbabwe: A Stakeholder Approach. *International Journal of Advanced Research in Management and Social Sciences*, Vol. 3, No. 1.

- Seraphin, H., Sheeran, P., & Pilato, M. (2018). Over-tourism and the fall of Venice as a destination. *Journal of Destination Marketing & Management*, 9, 374–376. <https://doi.org/10.1016/j.jdmm.2018.01.011>
- Stefan Gössling, Daniel Scott & C. Michael Hall (2021) *Pandemics, tourism and global change: a rapid assessment of COVID-19*, *Journal of Sustainable Tourism*, 29:1, 1-20, DOI: 10.1080/09669582.2020.1758708
- Tkaczynski, A., Hastings, K., & Beaumont, N. (2006). Factors Influencing Repositioning of a Tourism Destination. *ANZMAC 2006 Conference Proceedings*.
- Yang, Y., Chen, M. H., Su, H. C., & Lin, X. Y. (2020). Asymmetric Effects of Tourist Arrivals on the Hospitality Industry. *International Journal of Hospitality Management*. Vol.84 pp.102323

Bindi Varghese
Issue Editor